Applicants: M. Scott Reichardt and W. Benjamin Herrington Docket No.: UV-174 Application No.: 09/731,115
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SYSTEMS AND METHODS FOR COORDINATING
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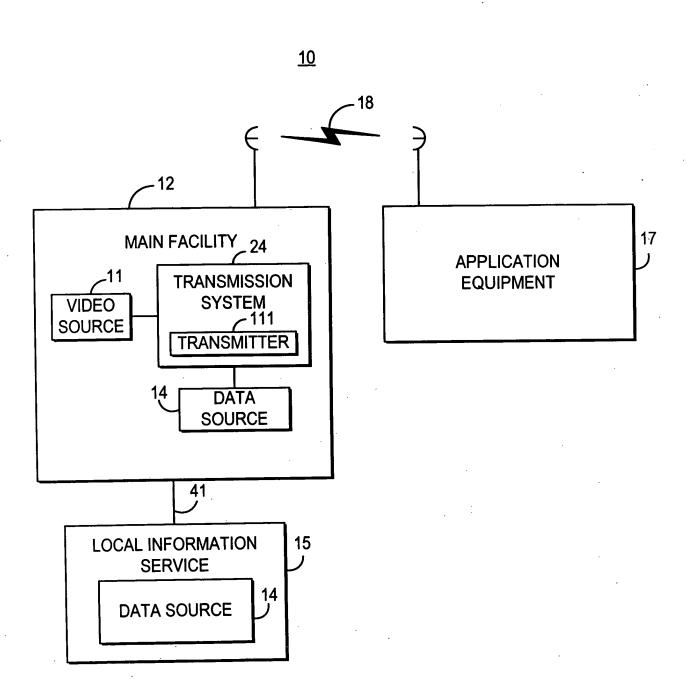


FIG. 1

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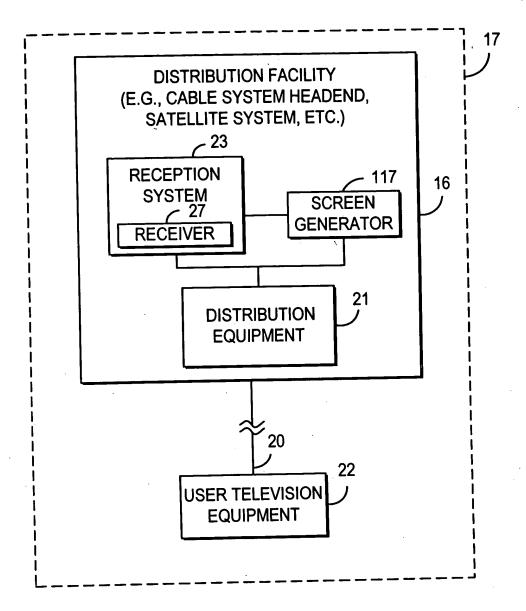


FIG. 2a

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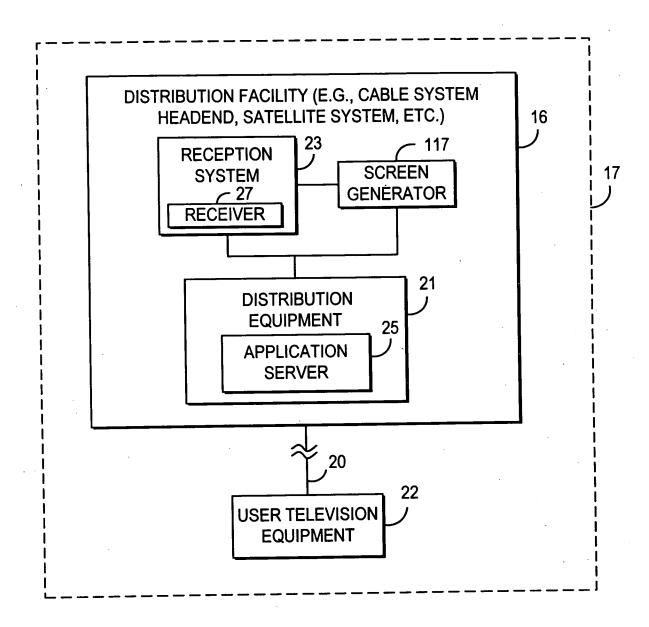


FIG. 2b

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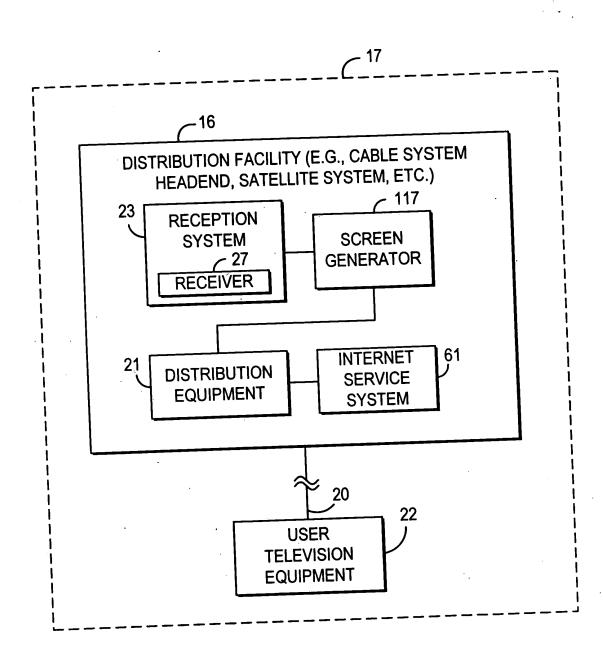


FIG. 2c

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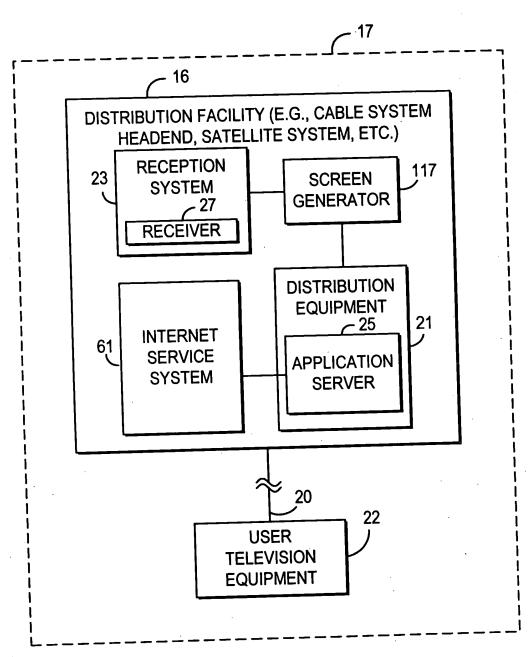


FIG. 2d

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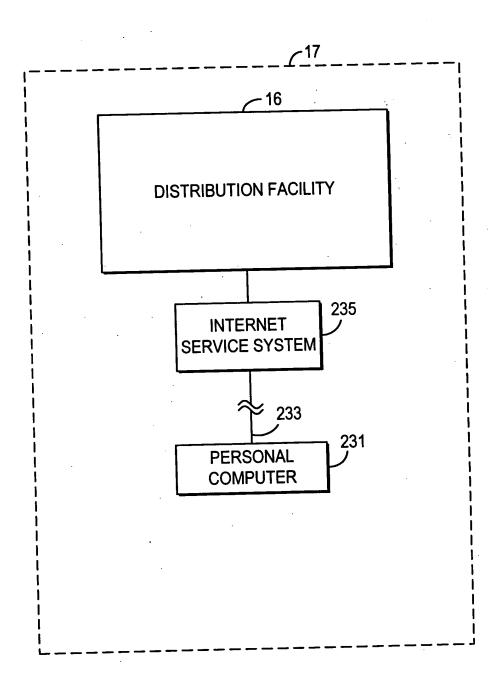


FIG. 2e

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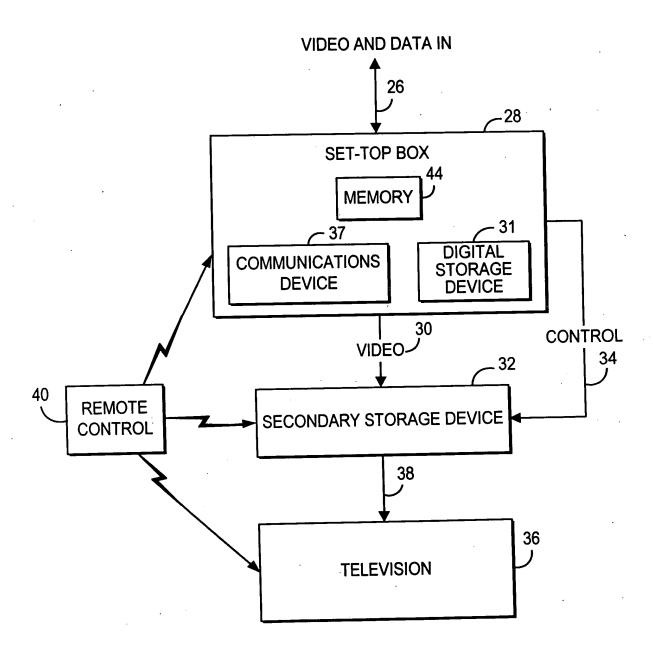


FIG. 3

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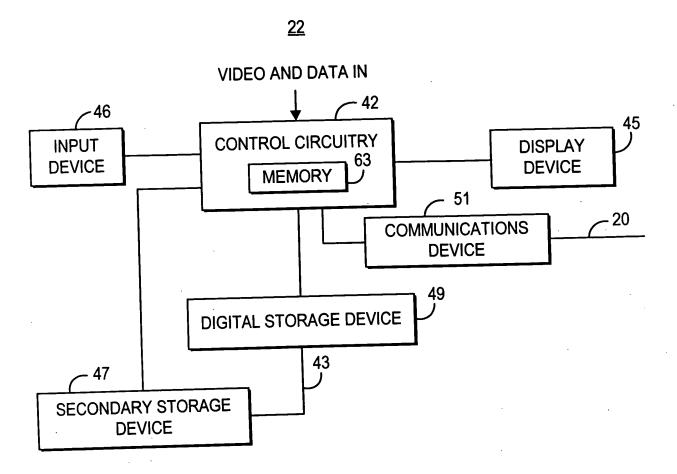


FIG. 4

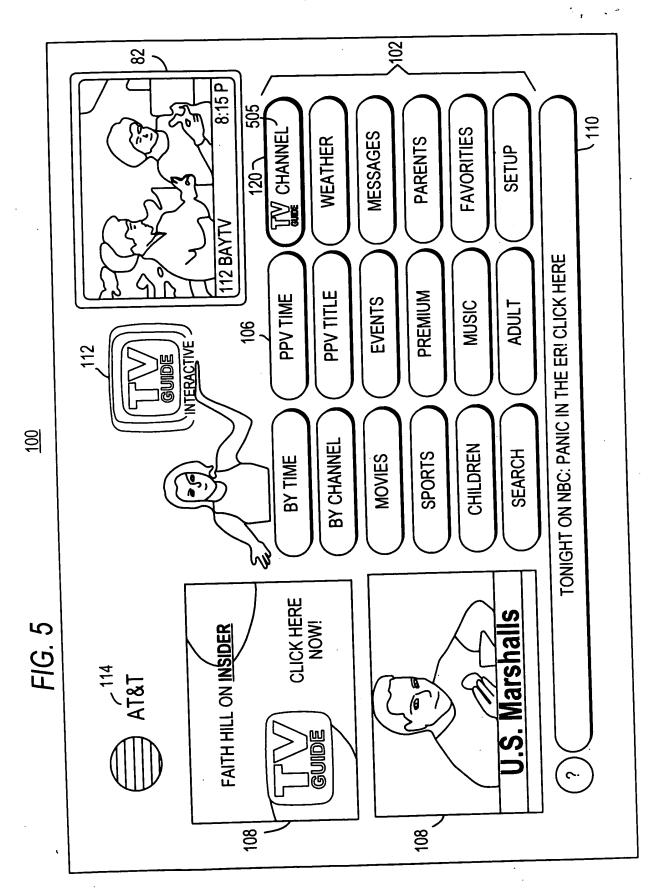
Docket No., UV-174 Applicants: M. Scott Reichardt and W. Benjamin Herrington Application No.: 09/731,115 Confirmation No. Application No.: 09/731,115 Filed: December 6, 2000 : 9203

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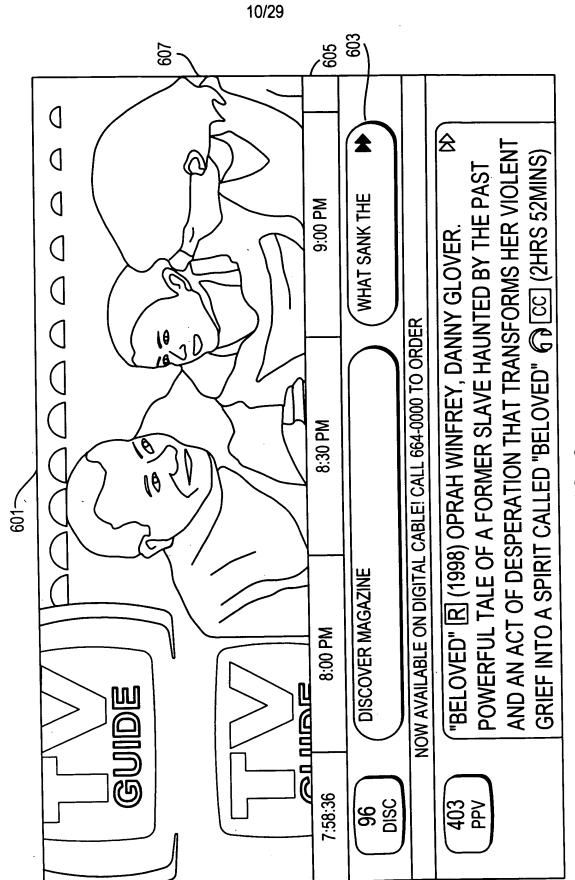
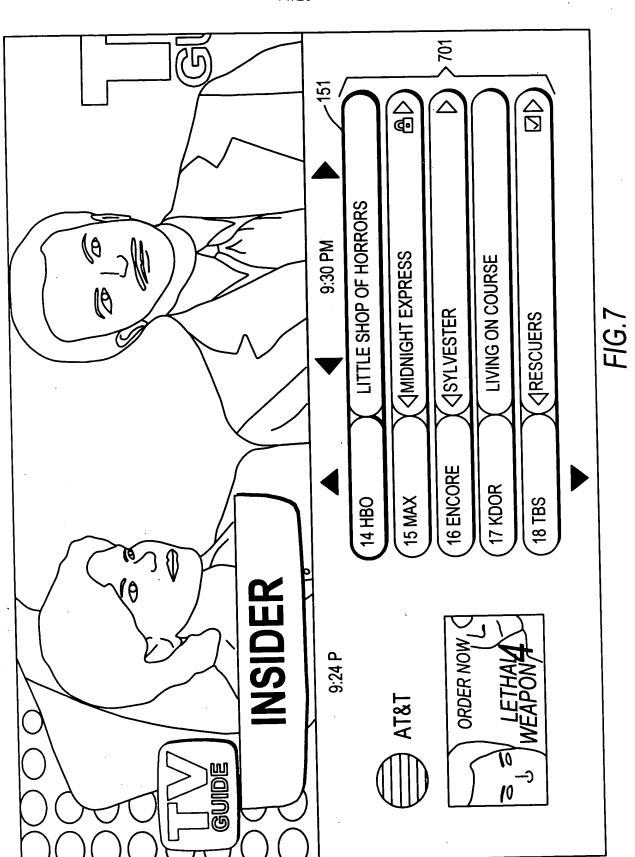


FIG. 6

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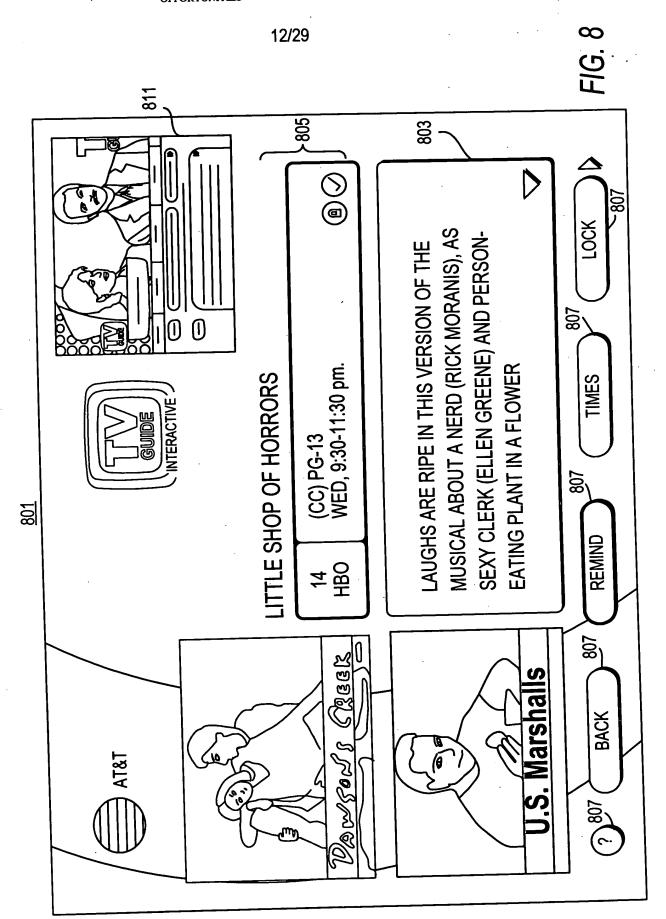
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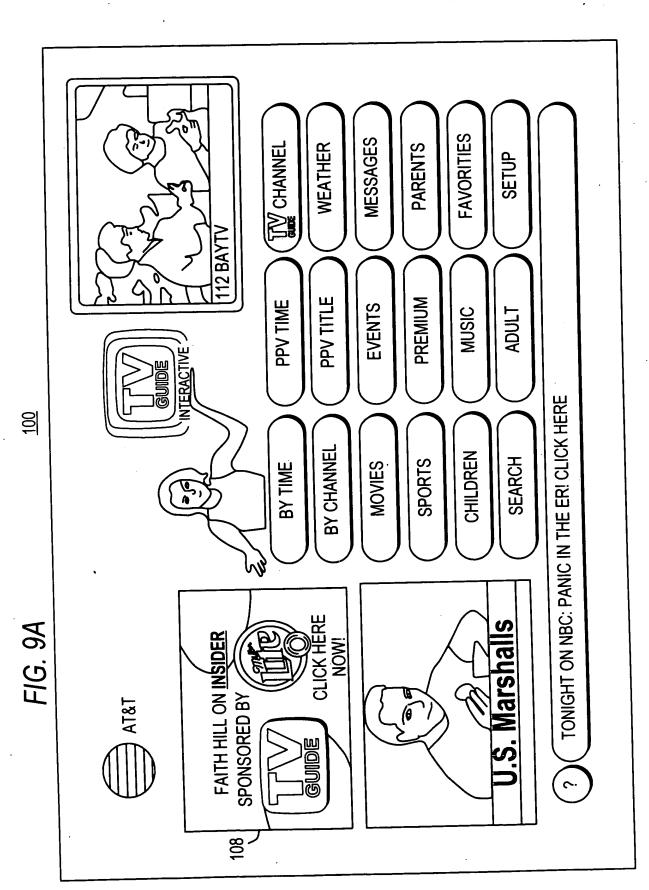
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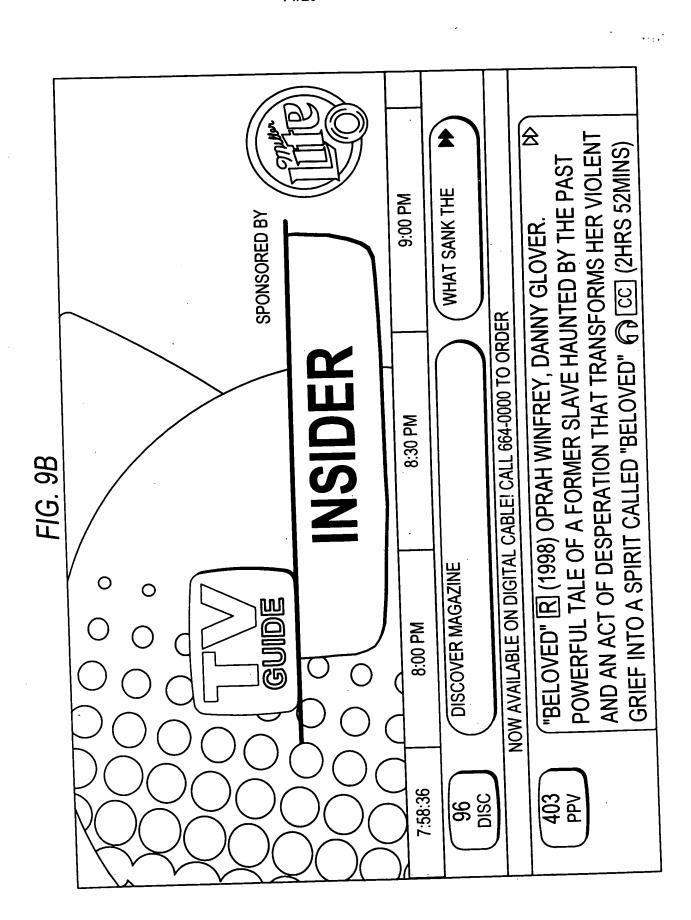
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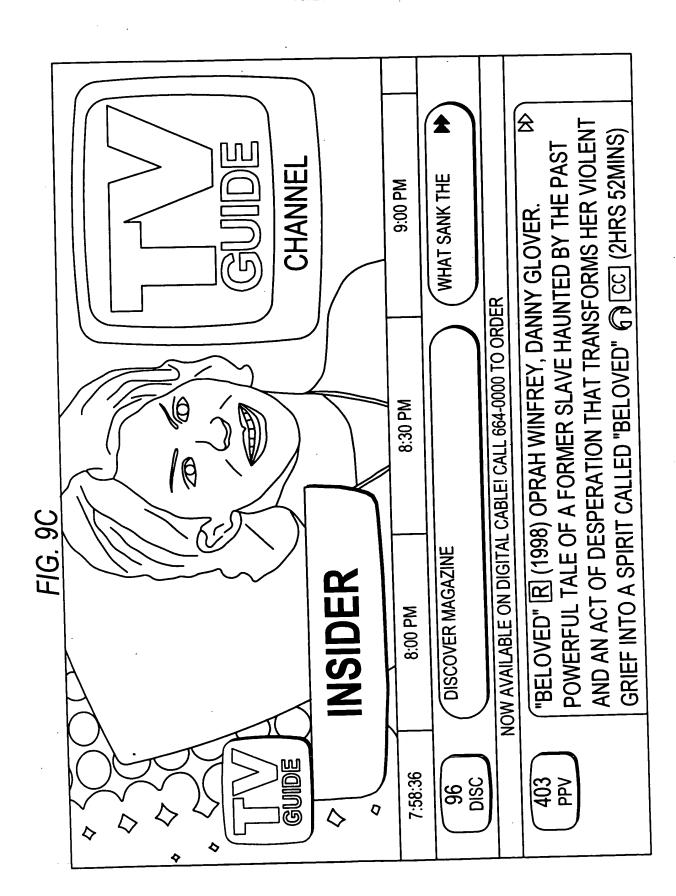
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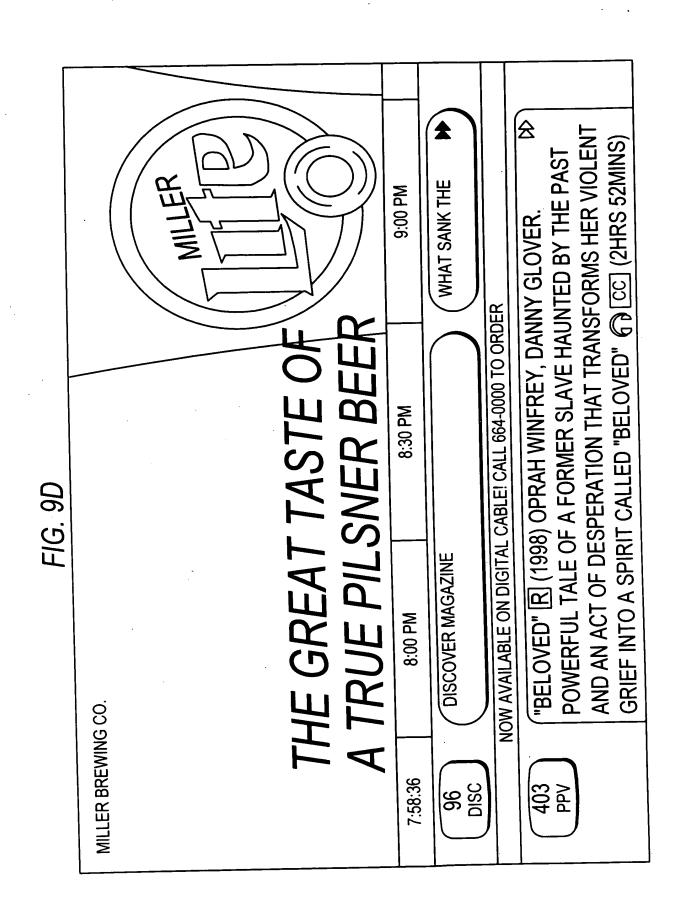


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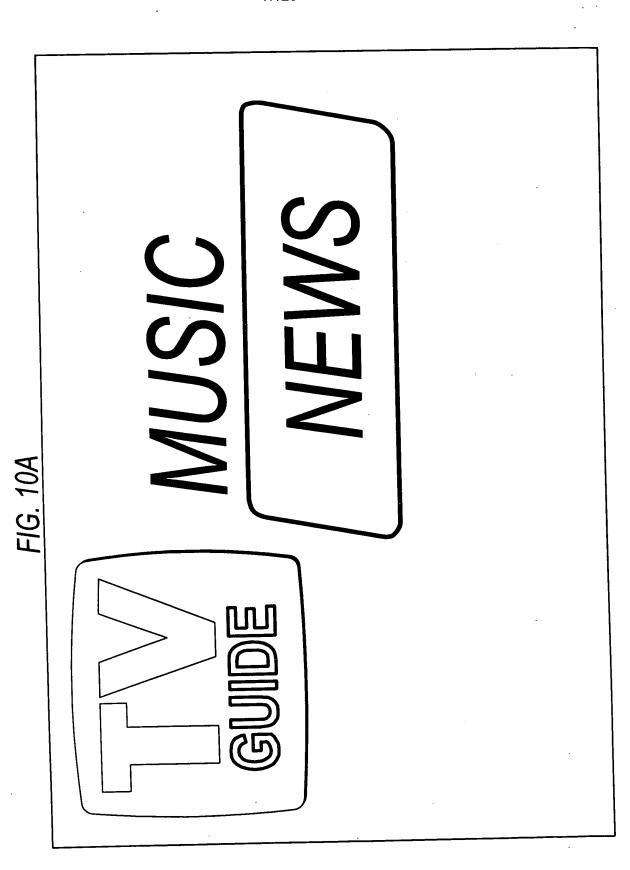
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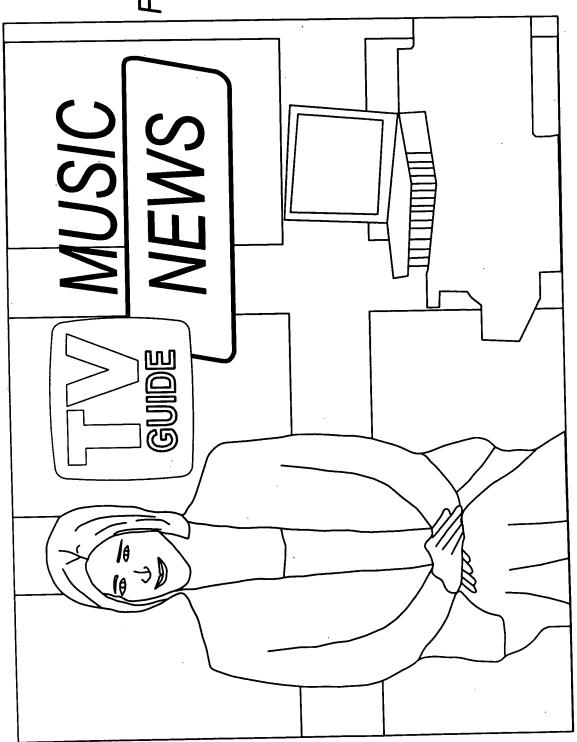
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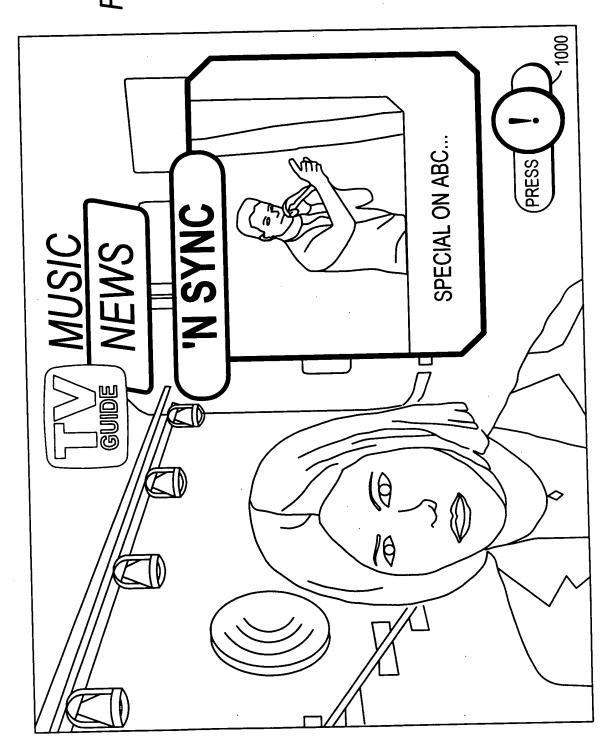


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FIG. 10C

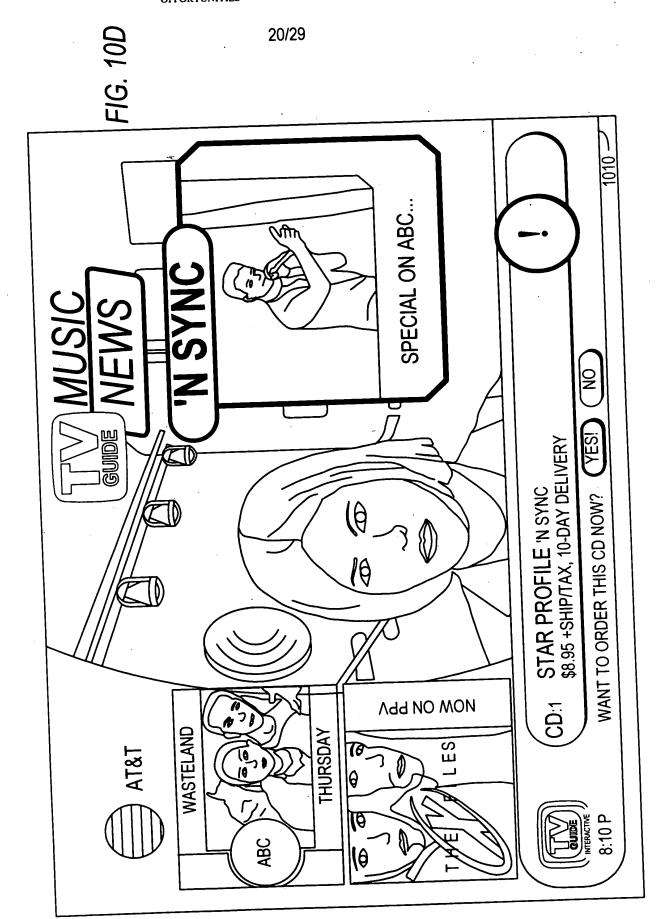


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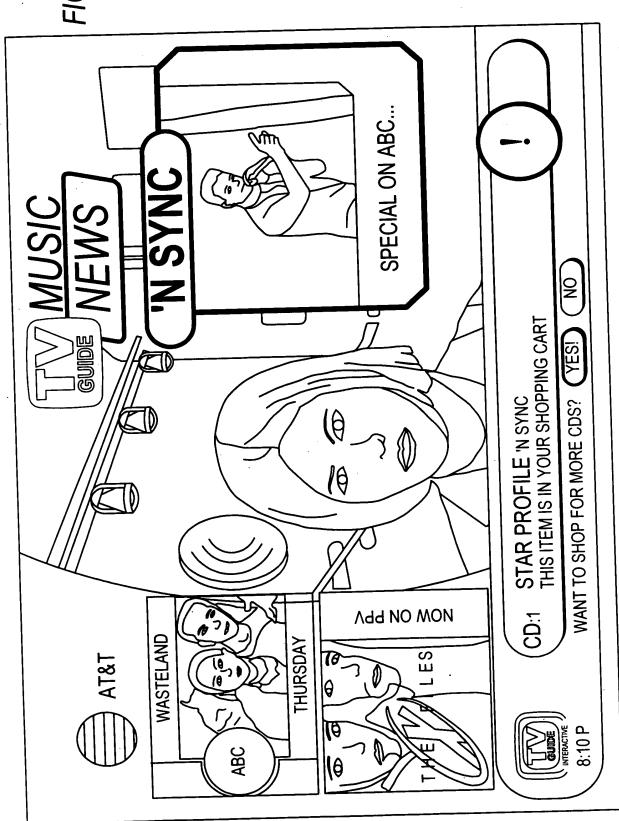
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: SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES Sheet 20 of 29



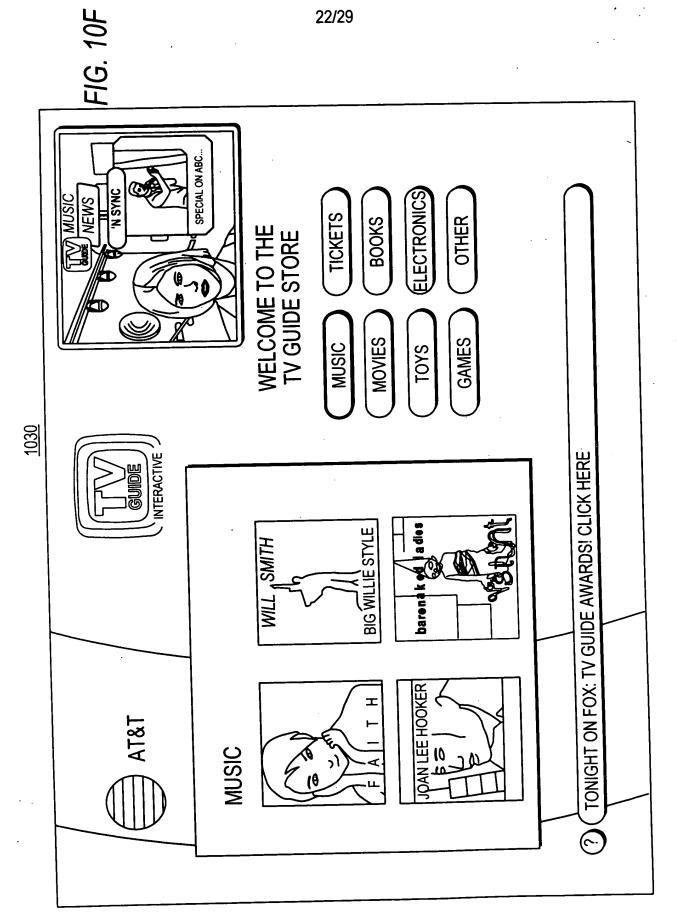
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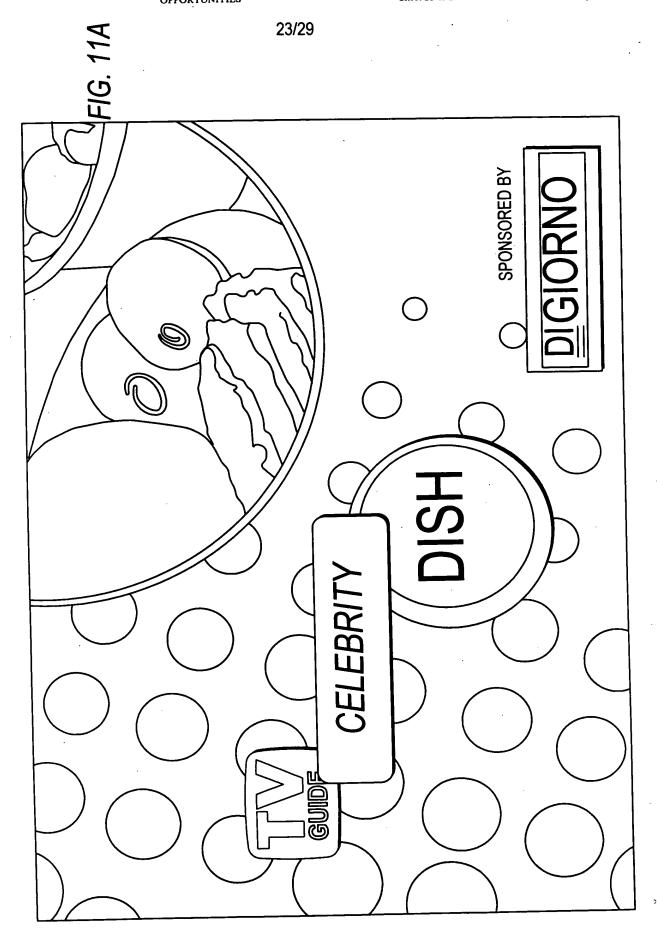


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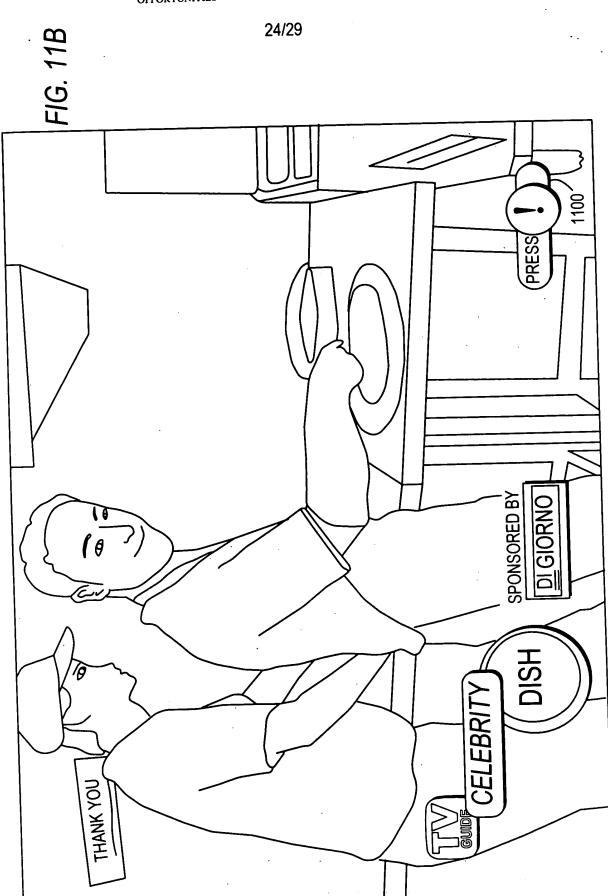


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SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES Sheet 25 25/29 SPREAD SAUCE EVENLY ON CRUST. SPRINKLE MUSHROOMS, PEPPERONI AND SUN-DRIED TOMATOES OVER THE TOP. BAKE 20 MINUTES AT 450. IN THE LAST FIVE MINUTES OF BAKING SPRINKLE CHEESE EVENLY ACROSS THE TOP. 1/2 C CHOPPED SUN-DRIED TOMATOES DIGIORNO PIZZA BEST PIZZA SAUCE ORDER ALL THE INGREDIENTS SCOTT GRIMES STAR PIZZA RECIPE 1 C SLICED FRESH MUSHROOMS FOR THE RECIPE. \$12.75 1/2LB GRATED MOZZERELLA 1/4 LB SLICED PEPPERONI DIGIORNO RISING CRUST WANT TO ORDER INGREDIENTS? **PEAPOD** 8:10 P

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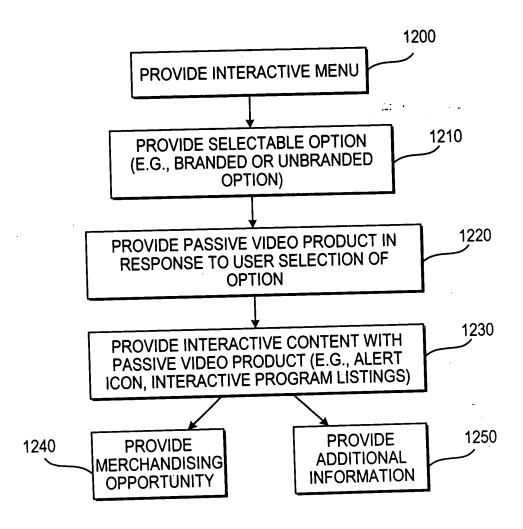


FIG. 12

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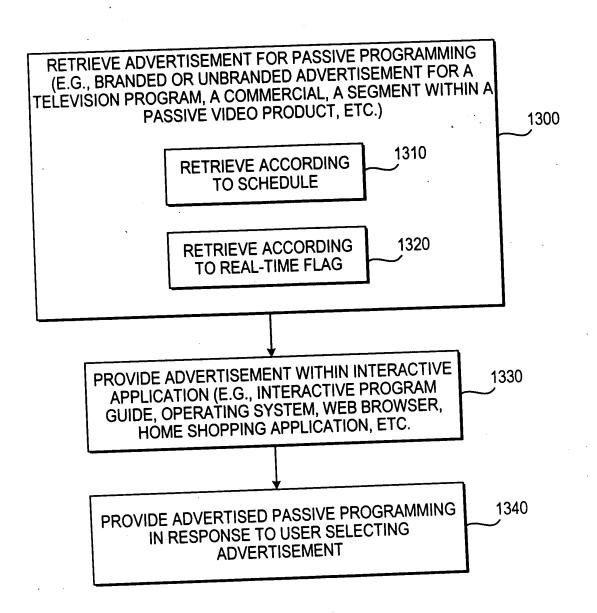


FIG. 13

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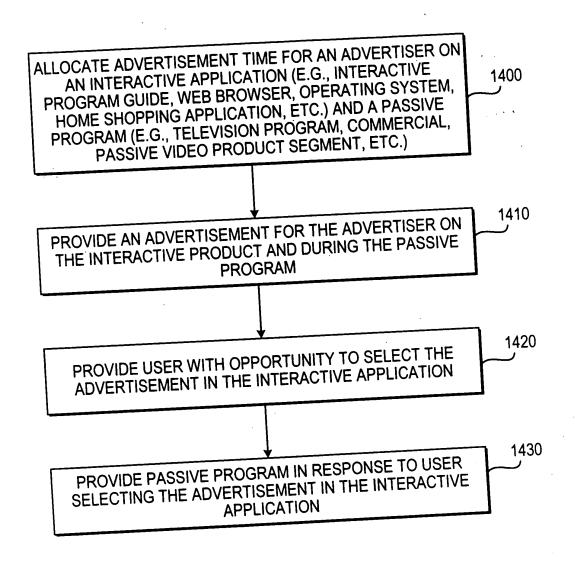


FIG. 14

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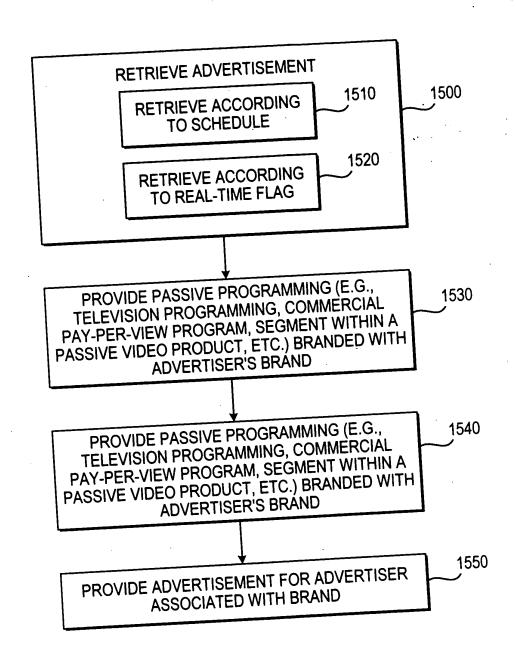


FIG. 15